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Nordicity Group and the CFTPA release the ninth edition of the annual economic report on the Canadian film and TV production industry

OTTAWA — February 3, 2005 — For the ninth consecutive year, Nordicity Group Ltd. has prepared *Profile 2005: An Economic Report on the Canadian Film and Television Production Industry* for the Canadian Film and Television Production Association (CFTPA). The CFTPA released the latest edition of the report at its annual conference, *Primetime in Ottawa*.

According to the data and research in *Profile 2005*, total production spending in the Canadian film and television production industry dropped by 2.1 percent to \$4.92 billion in 2003/04. This decrease was largely due to a drop of 7% in independently produced Canadian content, (i.e., production certified by the Canadian Audio-visual Certification Office).

Despite facing the challenges posed by SARS and the rising Canadian dollar, the total spending on foreign location production declined by only 1%. Broadcaster in-house production – the only sector to post an increase – grew by 5%.

Weak international demand continued to negatively impact the ability of Canadian producers to market Canadian programs and films outside of Canada. In 2003/04, the export value of independently produced Canadian content dropped by 29 percent to \$365 million.

Non-CTF certified Canadian production dropped by 25 percent since 1999/00, from \$1.64 billion to \$1.2 billion.

Film and television production activity in Canada generated an estimated 134,700 direct and indirect jobs in 2003/04.

Profile 2005 was produced by the CFTPA in conjunction with the Association des producteurs de films et de television du Québec (APFTQ), and the Department of Canadian

Heritage. A copy of *Profile 2004* can be downloaded from the CFTPA's Web site. Please go to <http://www.cftpa.ca/newsroom/publications.html>.

Nordicity Group Ltd. (www.nordicity.com) is the pre-eminent, independent, Canadian consulting firm specializing in policy analysis, business strategy, and process improvement for clients in the communications and cultural sectors. Nordicity Group Ltd. helps organizations transform their business through sound strategic decisions, shrewd investments, and effective change processes.

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